

Donald L Hollowell Pkwy Redevelopment Plan

Transit-Oriented Development (TOD) is called for. This process should take into consideration the Proctor Creek trunk, topographic issues, and the realignment of Donald L. Hollowell Parkway.

4.3 Real Estate Development

Vacant and/or Tax Delinquent Properties

Land assemblage and clear title are among the most time-consuming, expensive and prohibitive steps for development activity in the area. Fortunately, the study area has 43 vacant parcels of land constituting 32.4 acres that have been identified as tax delinquent through 2002 (see Exhibit XX in Appendix A). This situation presents an opportunity for the community, as tax delinquent properties can be more easily acquired and assembled. The Community Development Corporation (CDC) that will be formed through the Perry/Bolton Tax Allocation District (TAD) will play a vital role in the acquisition and redevelopment of tax delinquent and otherwise vacant property through the Atlanta/Fulton Land Bank Authority or other means of purchase that will allow removal of tax liens to allow for clear titles.



A vacant structure on the corridor.

Brownfield Redevelopment

A brownfield property is "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." On January 11, 2002 President Bush signed into law the Small Business Liability Relief and Brownfields Revitalization Act (Public Law 107-118; H.R. 2869). It expands the Environmental Protection Agency's (EPA) Brownfields program, boosts funding for assessment and cleanup, enhances roles for State and Tribal response programs, and clarifies Superfund Liability.

The City of Atlanta has created the Brownfields Resource and Information Center (BRIC), which is a program that addresses brownfield environmental issues that impede residential, commercial and industrial redevelopment efforts in City neighborhoods. Uses that may cause brownfield conditions are dry cleaning facilities, which typically use chemicals such as chlorinated solvents that are known to be hazardous, tire sales and service, funeral homes, truck storage facilities/truck stops, metal works, gasoline service stations and land fills. BRIC addresses the sustainability and livability of these redevelopment projects while considering how the projects fit in with the Department's overall goals. Properties thought to be brownfields can be identified and tested through BRIC. BRIC can also assist in the allocation of funds for the remediation of brownfield sites.

Long-time residents are often the best source for information concerning possible brownfields. This plan recommends that efforts by neighborhood

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groups and the Norwest Business Association to identify and revitalize brownfields be supported.

Residential Development

In order to attract improved goods and services to the area, new residents need to be added to the area. According to the Urban Land Institute, multi-family housing makes it financially feasible to integrate commercial and retail uses into a neighborhood. Multi-family housing also provides opportunities for life-cycle housing, as it allows individuals and families to remain in their neighborhoods through the different stages of their lives during which they may choose to live in a home that requires less upkeep than a single family home. This plan recommends that medium- and high-density multi-family housing be located along the Donald L. Hollowell Parkway, reserving the interior neighborhoods for single family and low-density residential development.

The total housing demanded for the entire area of influence over the next ten years (2004 through 2013) is anticipated to consist of over 2,800 additional owners and 4,300 additional renters. Of these, 312 owner-occupied households have been allocated on the corridor and 2,520 off the corridor in the surrounding neighborhoods. 1,128 of the renter-occupied households have been allocated on the corridor and 3,190 off the corridor. On an annual basis, 337 new households are projected to be added to the area of influence. Infill development and new residential communities will also help reinforce the surrounding neighborhoods, which are attractive and have tremendous potential. Once the neighborhoods in the area of influence have been re-established, it may be possible to shift more of the residential demand onto the corridor. It is important to note that over the next ten years a demand of 968 apartments and 160 renter-occupied town homes on the corridor represents at least three to four large scale mixed product development which could significantly impact the area's character.

Residential nodes are recommended for the following areas: between Fulton Industrial and Bolton Road; around Woodmere Drive; around Center Hill Avenue; and between Gary Road and Commodore Drive. The Land Use and Zoning recommendations provided below support this policy. Four additional mixed-use nodes are also recommended at James Jackson Parkway, Hollywood Road, West Lake Road/Grove Park, and the Bankhead MARTA Station. As part of the market analysis, a demand analysis assessing ideal residential product placement was conducted for the four mixed-use activity nodes. The results are summarized in table 4.3.1 below.



Examples of housing suitable at various nodes.

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Table 4.3.1 Residential Demand Opportunities

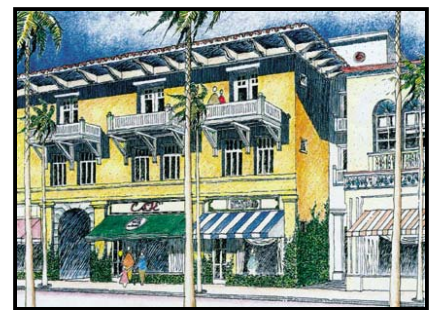
	James Jackson Commercial Core	Hollywood Village	Grove Park Commercial Center	Bankhead Mixed Use Center
Development Opportunities	Apartments in surrounding areas	Potential for residential above retail (lofts)	Moderate density infill for-sale	Apartment community, including mixed-income
Potential Target Markets	Local residents seeking new, quality housing and proximity to community-serving retail and I-285. Regional buyers seeking intown price alternative	Local move-ups seeking proximity to neighborhood-serving retail (town center). Regional buyers seeking intown price alternative.	Local move-ups seeking proximity to elementary schools and park. Regional buyers seeking intown price alternative.	Residents of area of influence (mixed-income) seeking proximity to MARTA and county facilities.

Atlanta Housing Authority Properties

The Atlanta Housing Authority (AHA) currently manages two residential developments along the corridor. They are Bowen Homes and Bankhead Courts. While there are no concrete plans for redevelopment of these sites, the AHA would like to make improvements and changes to these areas in the future. AHA is willing to consider a site swap for Bankhead Courts, which is currently located in an active industrial area. AHA would like to see Bowen Homes become a mixed-income, possible mixed-use development.

Retail

The anticipated household growth of 337 households annually will fuel demand for additional retail space in the area of influence. The area can expect to generate demand for just over 5,700 square feet of new retail space annually in addition to the unmet demand for 180,000 square feet. Not all of this demand will necessarily be captured on D.L. Hollowell Pkwy. There are competing corridors and locations in the area of influence that may also be appropriate for retail development. Nevertheless, there is support for additional retail, and locations along D.L. Hollowell Pkwy are uniquely suited to capture the unmet demand. This additional retail should be located in existing nodes and newly established nodes along the corridor. The goal for these nodes should be to develop sustainable retail. These are developments that have more significant upfront costs, but are places that increase in value over time and eventually become far more valuable than conventional retail. Suitable uses at these nodes are a post office, florist, professional offices, small theater, ice cream shop, book shop, coffee shop, sit-down restaurants, hardware store, grocery store, movie rental, sandwich shop,



Example of mixed-use development acceptable at Hollywood Village.

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dry cleaners and specialty shops. Details are included in section 4.2 of the recommendations.

Nodal rather than linear commercial and mixed-use development creates walkable destinations that are an asset to the community. Commercial and mixed-use development nodes are proposed at: James Jackson Parkway; the former K-Mart shopping center; Hollywood Road; West Lake/Grove Park; and Elbridge/MARTA Station. The Land Use and Zoning recommendations provided below support this policy. A summary of the retail development opportunities for the main activity nodes is shown in the table below, which is derived from the market analysis in Appendix B.

Table 4.3.2 Retail Demand Opportunities

	James Jackson Commercial Core	Hollywood Village	Grove Park Commercial Center	Bankhead Mixed Use Center
Development Opportunities	Community serving retail (potentially 100,000+ square feet)	Neighborhood Serving/Main Street Retail (potentially 40,000 square feet)	Convenience retail (potentially 15,000 square feet)	Convenience retail (potentially 15,000 square feet)
Potential Target Markets	Residents of study area and proximate areas to the north (including Cobb County commuters). Local professionals (from newly demanded office space) including medical, dental, legal and real estate.	Residents for the study area and local professionals (from newly demanded office space) including medical, dental, legal and real estate.	Residents of study area, primarily surrounding neighborhoods.	Residents of the study area

Office

Local serving opportunities will develop as new households move into the area. Due to the transitional character of the area of influence, it is expected to capture approximately 15% of the existing demand, meaning office may relocate from other areas. The corridor should be able to capture a higher percentage of the demand generated by new housing at an estimated rate of 25%. The tables below show the potential demand for office space over the next ten years as well as development opportunities for the four activity nodes.

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Table 4.3.3 Potential Office Demand

Year	Demand
2004	39,753 square feet (existing demand)
2005	1,095 square feet (additional demand)
2006	2,191 square feet (additional demand)
2007	3,833 square feet (additional demand)
2008	6,024 square feet (additional demand)
2009 through 2013	47,096 square feet (total additional demand)

Table 4.3.4 Office Demand Opportunities

	James Jackson Commercial Core	Hollywood Village	Grove Park Commercial Center	Bankhead Mixed Use Center
Development Opportunities	Local serving office/service (10k sq ft +)	Longer term – service office (pot. 10k sq ft +)	Little to no opportunity	Office/ Institutional (pot 25k sq ft)
Potential Target Markets	Residents of area of influence and residents of proximate areas to north and Cobb County commuters. Professional offices to include medical, dental, legal and real estate.	Professional offices to include medical, dental legal and real estate.	Little to no opportunity.	Fulton County Government, medical and legal professions.

Industrial

It is important to recognize the value of industrial employment to the area as the ongoing presence of industrial uses provides a steady job base, which is important to maintaining and further developing the area's economic vitality. It will be critical to find an appropriate balance between maintaining and growing industrial employment while at the same time encouraging residential and commercial development.

The market analysis suggests potential for an additional 5 to 6 million square feet of flex space over the next ten years for the Chattahoochee and Central Atlanta industrial sub markets. Flex space can be described as single-story office with very minimal distribution functions. Service oriented businesses typically occupy flex space and generally have higher incomes than businesses in bulk warehouse/ distribution space. Based on the anticipated space demanded, we can estimate a net addition of 10,000 to 12,000 jobs in the industrial sub markets surrounding D.L. Hollowell over the next ten years. Trends suggest that bulk warehouse jobs will grow at a much slower rate over the next ten years with an expected addition of 2,300 jobs.

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Low Impact Development

Urbanization often results in the removal of vegetation, installation of impervious roofs and pavement, and installation of storm sewers to carry away storm water. These changes affect runoff rates and amounts and reduce water quality. Two major contributors to storm water runoff are parking lots and rooftops. Utilizing Storm water Best Management Practices (BMPs) can reduce the impact of urbanization on the natural landscape. One tool to accomplish this is Low Impact Development (LID). LID refers to development practices that are based on a holistic view of livability and environmental compatibility. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions on a site. Examples of LID techniques include the construction of landscape swales, vegetative filters, storm water planters, and landscape infiltration facilities. Utilizing trees in urban areas to function like the public utilities by reducing storm water runoffs, improving air quality, and reducing energy consumption is another option. Finally, installing green roofs on building rooftops can also contribute to a low impact development. The practice of LID has been successfully integrated into many municipal development codes and storm water management ordinances throughout the United States. For example, the City of Portland, Oregon, adopted amendments to its zoning code in March of 2001 that encourage integrated storm water management, site planning and facility design. This study recommends that the City of Atlanta's Department of Watershed Management and Department of Planning & Community Development collaborate on this issue and propose a solution to dealing with runoff problems. We also recommend that developments along the D.L. Hollowell corridor utilize LID techniques whenever possible.



Landscaped swales, pervious parking surfaces, and storm water planters can all reduce runoff.

Greenspace & Recreation

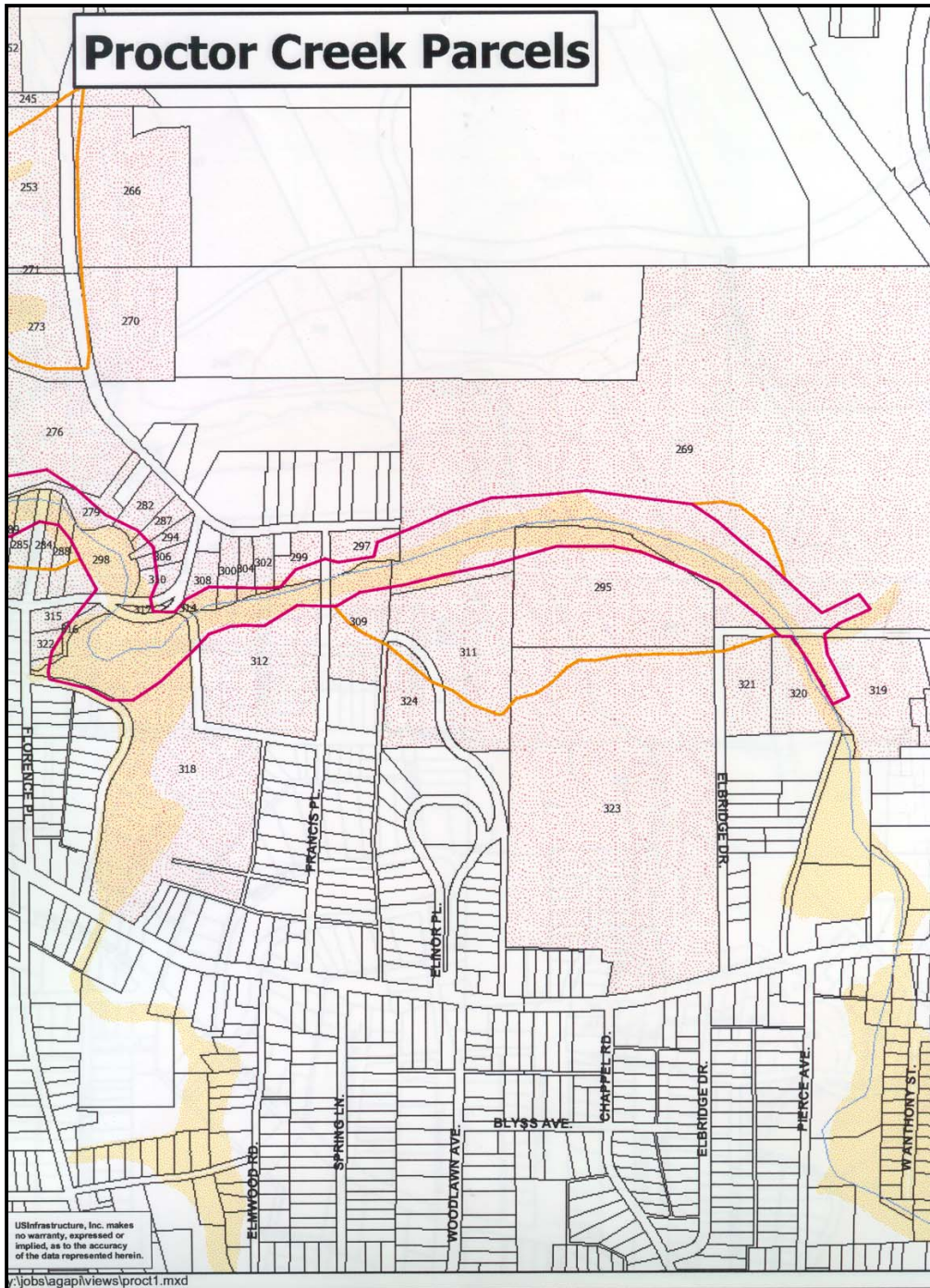
Proctor Creek

The Greenway Acquisition Project is one of two Supplemental Environmental Projects required by the Combined Sewer Overflow (CSO) Consent Decree. Under the Greenway Acquisition Project, the City will invest \$25 million in the purchase of property along selected portions of streams in metro Atlanta that flow into the Chattahoochee and South Rivers. The land will be converted to and/or preserved as greenways - undeveloped and undisturbed corridors along stream banks that serve as natural filters to trap sediment and other pollutants carried by storm water before they reach the streams. The natural vegetation of greenways also helps protect stream banks from erosion. In addition, greenways provide wildlife habitat and offer opportunities for passive recreation. Portions of Proctor Creek and its tributaries within and near the study area are slated for Priority 1 acquisition activities. Through donating or selling property, or a part thereof, at a bargain, donating or

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selling a conservation easement, or selling a property or part thereof at fair market value, property owners have the opportunity to help preserve Proctor Creek. Owners of portions of properties on Elbridge Road, Florence Place, Francis Place, Hortense Place, Grove Park Place, and Johnson Road, continuing north to the Chattahoochee River, will be contacted by the Department of Watershed Management to determine if there is interest in participating in this program.

Figure 4.3.1 Greenspace Acquisition: Proctor Creek Priority 1 Properties



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Other Land Acquisition

In addition to increasing greenspace along Proctor Creek, this plan recommends acquiring additional greenspace properties. In particular, the parcel of land at the northwest corner of the intersection of Hollywood Road and D.L. Hollowell Pkwy would be an ideal location for public open space. This plan recommends researching the possibility of purchasing that land utilizing CDBG funds and/or Blank Foundation funds to create a gateway plaza that would be an asset to the entire community.

Center Hill Park Expansion

Center Hill Park is a 23.4 acre expanse located at 2305 Donald L. Hollowell Pkwy. According to the Department of Parks, Recreation and Cultural Affairs, a new Recreation Center for Center Hill Park is proposed to be situated west of the Zone 1 Police Precinct. The design of this center is almost complete, however funds have not been identified for construction, which will cost an estimated \$20 Million. A new baseball field with parking, to be located east of the existing ball field, will be under contract for construction in late September 2003. The plan recommends that efforts to identify funds to complete these projects be supported. In addition, Center Hill Park is looking to expand its southeast corner to include the properties south of the new baseball field. In anticipation of

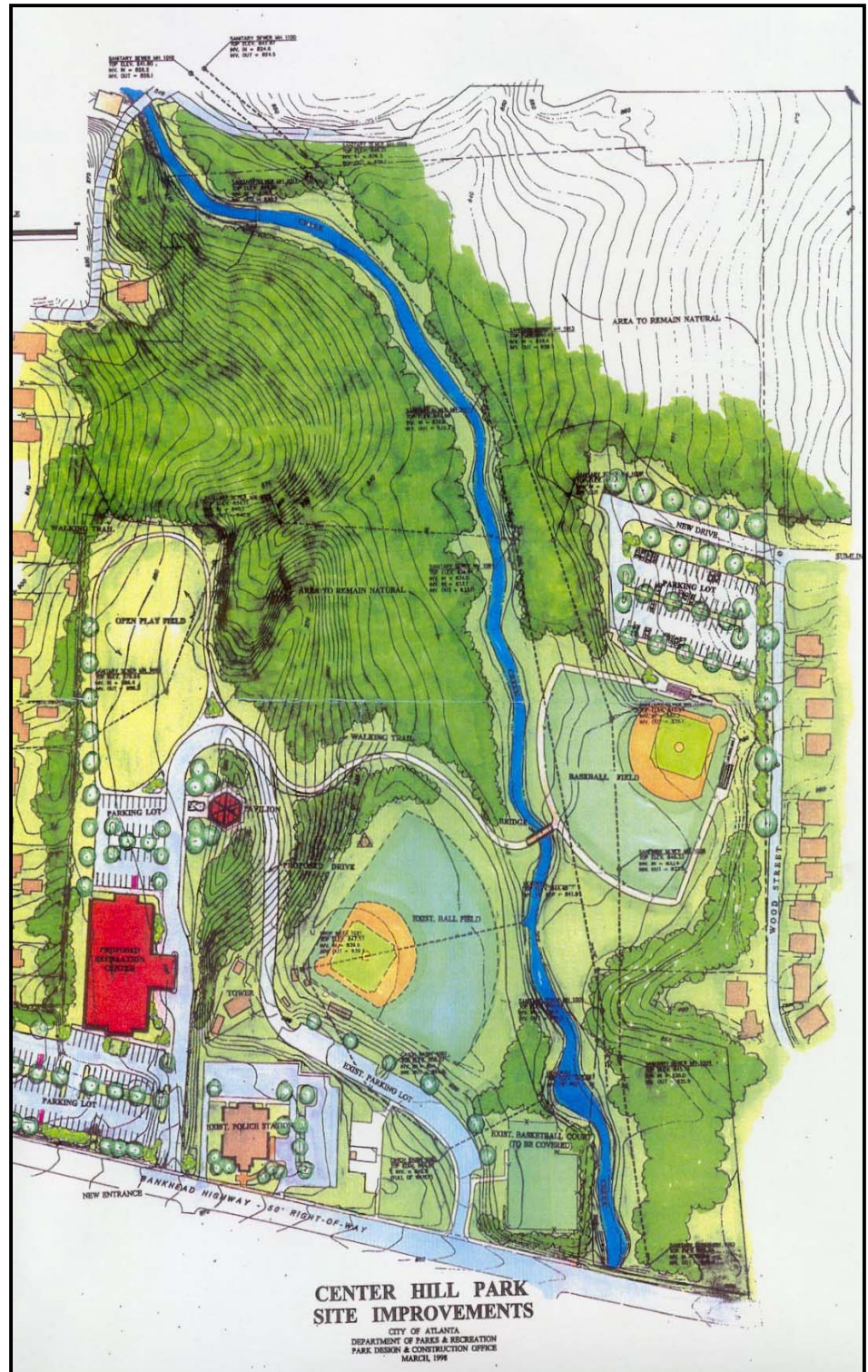


Figure 4.3.2 Center Hill Park Site Improvements

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purchase of this land, the plan recommends designating these properties as open space in the 15 Year Land Use plan.

Maddox Park

Maddox Park is located across D.L. Hollowell from the Bankhead MARTA Station. Active uses in this park include a picnic shelter, a swimming pool, a ball field, 3 tennis courts, and a playground. Currently, approximately 9.75 acres of this 51.5-acre park are devoted to passive uses. This plan recommends exploring the possibility of developing this underutilized area to support transit-oriented development of the Bankhead Mixed-Use Center. An equivalent amount of park space should be established at a suitable location to the east of Maddox Park on Donald L. Hollowell Pkwy. It also recommends that beautification of the park entrance be undertaken as part of the Marietta Blvd intersection improvements.

4.4 Economic Development

As part of the Perry/Bolton Tax Allocation District (TAD) approved earlier this year, council District 9 is seeking to establish a Community Development Corporation, which is a non-profit economic development and housing organization. The purpose of the CDC is to increase the community's direct involvement in the new development initiatives taking place in District 9. The focus will be on providing affordable housing opportunities, rehabilitation of existing housing stock (particularly senior/low income owners) and development of infrastructure related projects to uplift the quality of life for area residents. Groups such as a CDC will be in a prime position to take advantage of programs through the Land Bank Authority that will allow the organization to more easily acquire and redevelop tax delinquent land. This plan recommends that a permanent CDC office be located on the corridor to act as a center for economic development resources.

In addition to the creation of a CDC, there are many other programs available for economic development assistance. Programs selected from the Georgia Department of Community Affairs Economic Development Financing Packet are included in the table below. The Northwest Business Association would be another appropriate organization to maintain this information.

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Table 4.4.1 Selected Economic Development Resources

Program	Description	Contact
Perry/Bolton Tax Allocation District (TAD) & Redevelopment Area	A TAD is a tool used to pay for infrastructure and other improvements in underdeveloped or blighted areas so that the property becomes productive and enhances the surrounding neighborhoods.	City of Atlanta Bureau of Planning Attn: Flor Velarde 55 Trinity Ave Suite 3350 Atlanta, GA 30303 404-330-6731 www.atlantaga.gov
Renewal Communities	Allows Atlanta to receive regulatory relief and tax breaks to help local businesses provide more jobs and promote community revitalization in areas suffering from divestment and decline. This initiative has replaced the Empowerment Zone program.	ANDP 100 Peachtree St Suite 700 Atlanta, GA 30303 404-522-2637 andpi@andpi.org www.andpi.org
Urban Enterprise Zone	Provides economic advantages such as tax abatements and the waiving of development impact fees to encourages private development and redevelopment in areas which otherwise would unlikely be developed.	City of Atlanta Bureau of Planning Attn: Linda Logan 55 Trinity Ave Suite 3350 Atlanta, GA 30303 404-330-6637 www.atlantaga.gov
U.S. Small Business Administration (SBA)	Assists, counsels and champions small businesses. Provides financial assistance, management counseling and training, assists in bonding process.	The Small Business Administration Georgia District Office 133 Peachtree St, Harris Tower Suite 1900 Atlanta, GA 30303 404-331-0100 www.sba.gov/ga
Atlanta Women's Business Center	Offers assistance with cash flow and profit margin projections, and provides info including use of computers, manuals, books, audio & video tapes on various business topics.	Sheila Baker, Center Director 404-965-3982 www.onlinewbc.org
Small Business Investment Companies	Supply equity capital, long-term loans and management assistance to qualifying small businesses.	Wachovia Capital Associates 191 Peachtree St 26 th Floor Atlanta, GA 30303 404-332-1437 Matthew Sullivan
Minority Small Business Resource Organizations	Provide a variety of technical assistance and counseling to minority small businesses.	Atlanta Business League 931 MLK Jr. Dr. Atlanta, GA 30314 404-584-8126 www.theabl.org
One Stop Capital	Provides free access to industry specific	Melvin Solomon, Executive

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Shop (AOSCS)	business development info, technical assistance and administrative resources and support	Director City Hall East, First Floor 675 Ponce de Leon Ave Atlanta, GA 30308 404-853-7675
Atlanta Development Authority (ADA)	Private non-profit corporation to promote and implement economic development within the city.	Loan Dept, ADA 86 Pryor Street, Suite 300 Atlanta, GA 30303 404-880-4100 www.atlantada.com
Business Incubators	Help nurture young businesses from the startup stage to produce financially viable and freestanding businesses.	Georgia Institute of Community Business Development 404-657-6029 www.gicbd.net
Home Buyer/Own Home Programs	Georgia Department of Community Affairs low interest mortgages and down payment loans programs; City of Atlanta Bureau of Housing Assistance Program.	Georgia DCA 60 Executive Park South Atlanta, GA 30329 404-679-4840 www.dca.state.ga.us 404-330-6390 (COA)

4.5 Transportation

Introduction

In many ways, transportation improvements shape development. Transportation facilities provide access to land; access creates value; and increased value will attract development. The type of access that is provided, however, dictates the types of uses for which a site will ultimately be appropriate. Once they are set, the physical elements of an area's transportation infrastructure are extremely difficult and expensive to change. Therefore, in developing and re-developing areas, it is critical to holistically plan for an appropriate future transportation infrastructure. This planning must be based upon the surrounding planned uses that the transportation infrastructure will be called on to support, rather than having the infrastructure developed piecemeal on a site-by-site or segment-by-segment basis, without regard to the requirements of community development.

The elements of the transportation recommendations for the D. L. Hollowell Parkway corridor include:

- Providing a balance between mobility requirements (D. L. Hollowell Parkway as a major radial arterial from the City limits to intown Atlanta) and accessibility requirements (serving the needs of the community and neighborhood nodes along the corridor)

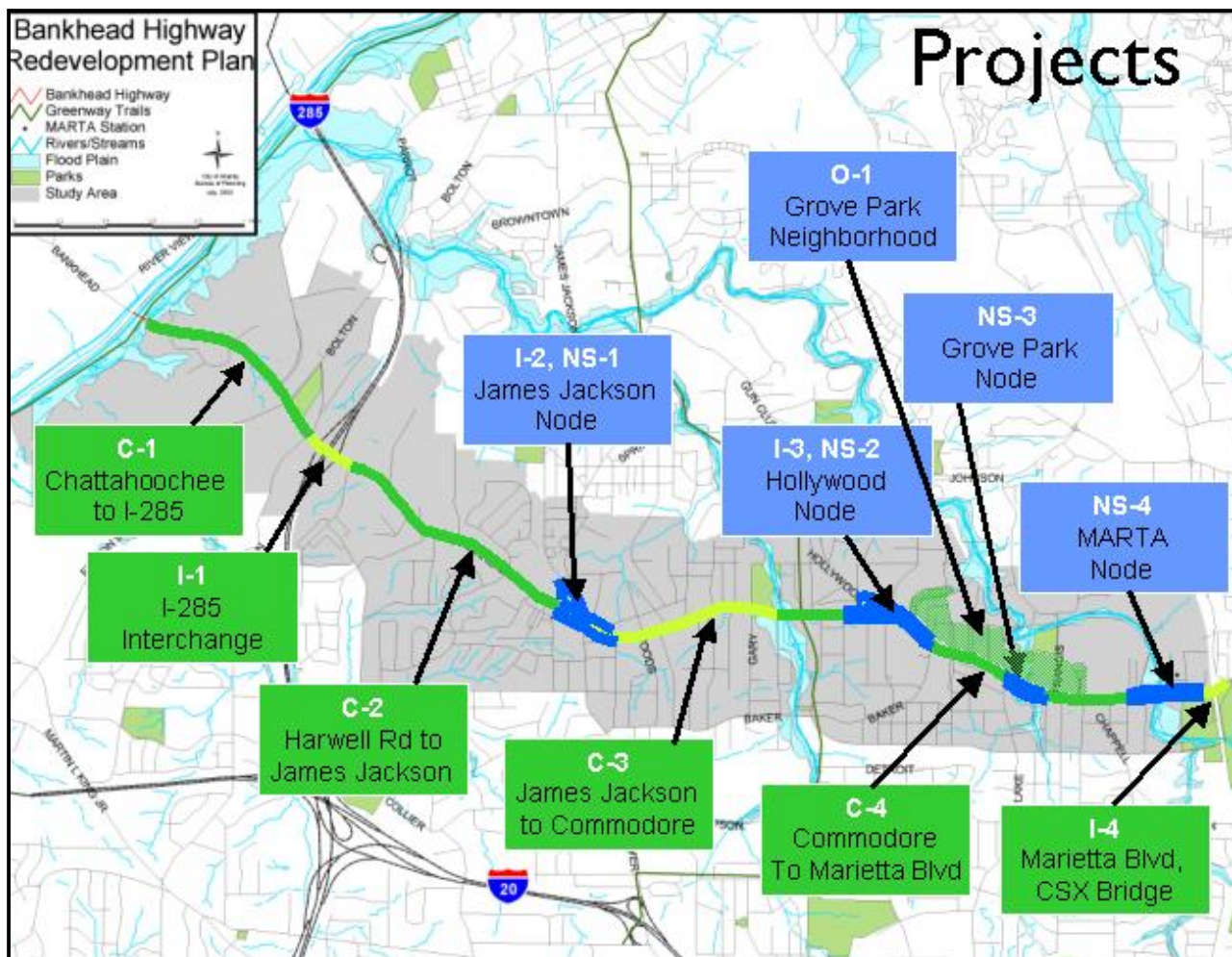
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- Maximum utilization of existing roadways
- Support for several revitalized community nodes, of differing scales
- Gradual transition from more to less intensity of use as one travels from west to east
- Accommodation of multiple travel modes (walking, biking and transit, automobile-based travel, trucks) in areas of higher intensity
- Pedestrian and bike accessibility
- Effective utilization of interstate highway access

Projects

The locations of recommended transportation projects are shown in Figure 4.5.1 below:

Figure 4.5.1 Recommended Transportation Projects



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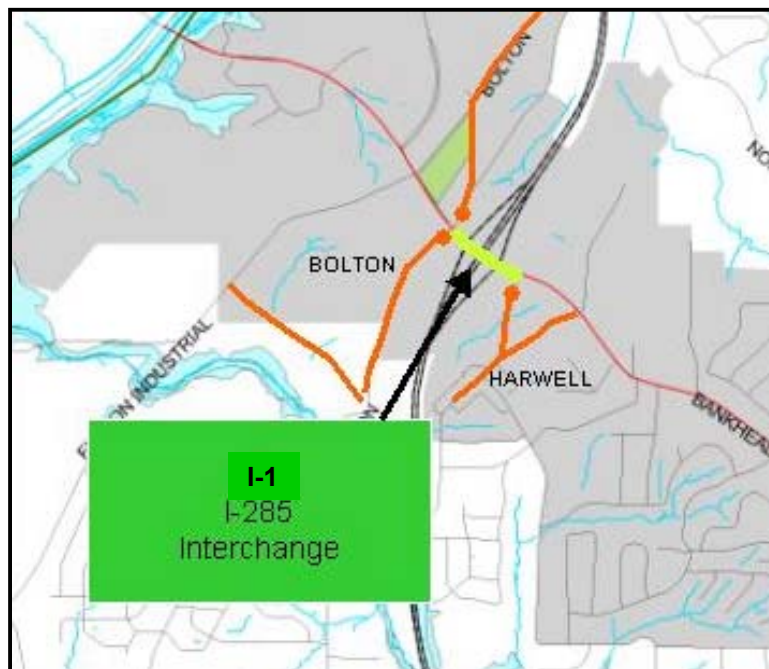
Interchanges and Intersections

I-1. I-285 Interchange

Reconfigure and widen the I-285/D. L. Hollowell Parkway interchange to accommodate increasing volume of traffic and trucks, and to reduce congestion at this critical intersection. Address truck congestion at the Petro truck stop. Provide adequate pedestrian access over Interstate-285.

This project must address the congestion caused by the proximity of both Harwell Road and Bolton Road to the current interchange. Both north and south access to Bolton Road should be closed, and automobile traffic re-routed to the west to Fulton Industrial Boulevard. Current access to Harwell Road should be closed, and Harwell road should be extended to the east to form an intersection with D. L. Hollowell Parkway opposite existing Watts Road. In all cases where roads are converted to cul-de-sacs, pedestrian and bicycle access must be maintained to D. L. Hollowell Parkway.

Figure 4.5.2. Proposed I-285 Interchange Configuration



I-2. James Jackson Parkway

Reconfigure the James Jackson Parkway/D. L. Hollowell Parkway intersection to include left turn lanes for eastbound and westbound traffic from D. L. Hollowell Parkway. Include crosswalks and pedestrian signalization on all legs.

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I-3. Hollywood Road

Reconfigure the Hollywood Road/D. L. Hollowell Parkway intersection to improve geometry and sight lines. Include a right turn lane from westbound D. L. Hollowell Parkway to Hollywood Road. Include crosswalks and pedestrian signalization on all legs.

I-4. Marietta Boulevard and CSX Bridge

Reconfigure the Marietta Boulevard/D. L. Hollowell Parkway intersection to improve geometry, sight lines, and topographical issues. Provide for adequate truck turning movements for southbound Marietta Boulevard traffic to westbound D. L. Hollowell Parkway.

This project should also include a reconstruction and widening of the CSX bridge over D. L. Hollowell Parkway to accommodate both adequate pedestrian access and dedicated bicycle lanes. Include adequate crosswalks and pedestrian signalization.

Corridors

C-1. Chattahoochee River to Bolton Road – Install Sidewalks

While a large portion of the northern side of D. L. Hollowell Parkway between Bolton Road and the Chattahoochee River does have adequate sidewalks, sidewalks along a significant portion of the southern side of the roadway are inadequate. In addition, approximately one-quarter of a mile of roadway east of the river does not have sidewalks at all. This project is to install sidewalks where there are none, and to replace those that are inadequate. Sidewalk widths of 5' are adequate for the smaller amount of pedestrian traffic to be expected, and planting strip separation from the roadway should be 2' wherever possible.

C-2. Harwell Road to H.E. Holmes/James Jackson – Widen Roadway

Widen D. L. Hollowell Parkway from 2 to 4 lanes along this primarily commercial corridor. Lane widths of 11' will allow adequate truck access and maneuvering. Install a center 20' planted median that narrows at intersections to provide a dedicated left turn lane. Include median breaks at intersections where appropriate.

Discontinue median at Ozburn to provide for the wider sidewalks and tree planting zones necessary at the James Jackson development node (see project NS-1).

Typical section:

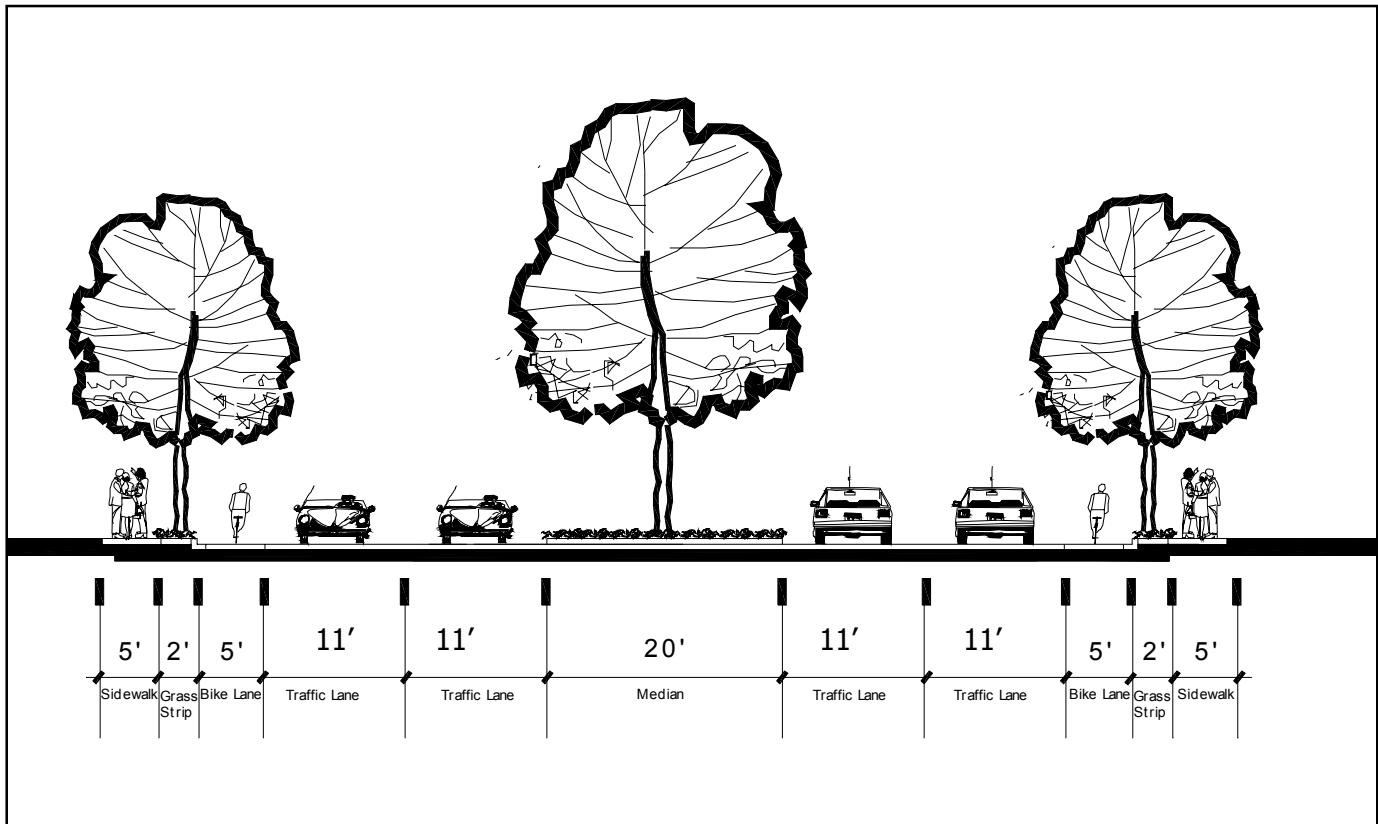
- 20' planed median

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- (2) 11' travel lanes in either direction
- 5' dedicated bicycle lanes in either direction
- 2' tree planting zone on both sides
- 5' sidewalk on both sides

Typical section is shown in Figure 4.5.3 below.

Figure 4.5.3. Harwell Road to H.E. Holmes/James Jackson, Typical Section



C-3. James Jackson to Commodore – Improve Corridor

Improve and upgrade the roadway segment from James Jackson Parkway to Commodore Drive. Install an 18' planted median that narrows at signalized intersections to provide dedicated left turn lanes. Travel lane widths of 11' will provide adequate truck accommodations while not being wide enough to encourage highway-like speeds. Include median breaks at intersections where appropriate.

Begin median at Commercial and discontinue median at Eugenia to provide for the wider sidewalks and tree planting zones necessary at the James Jackson development node (see project NS-1) and at the Hollywood development node (see project NS-1)

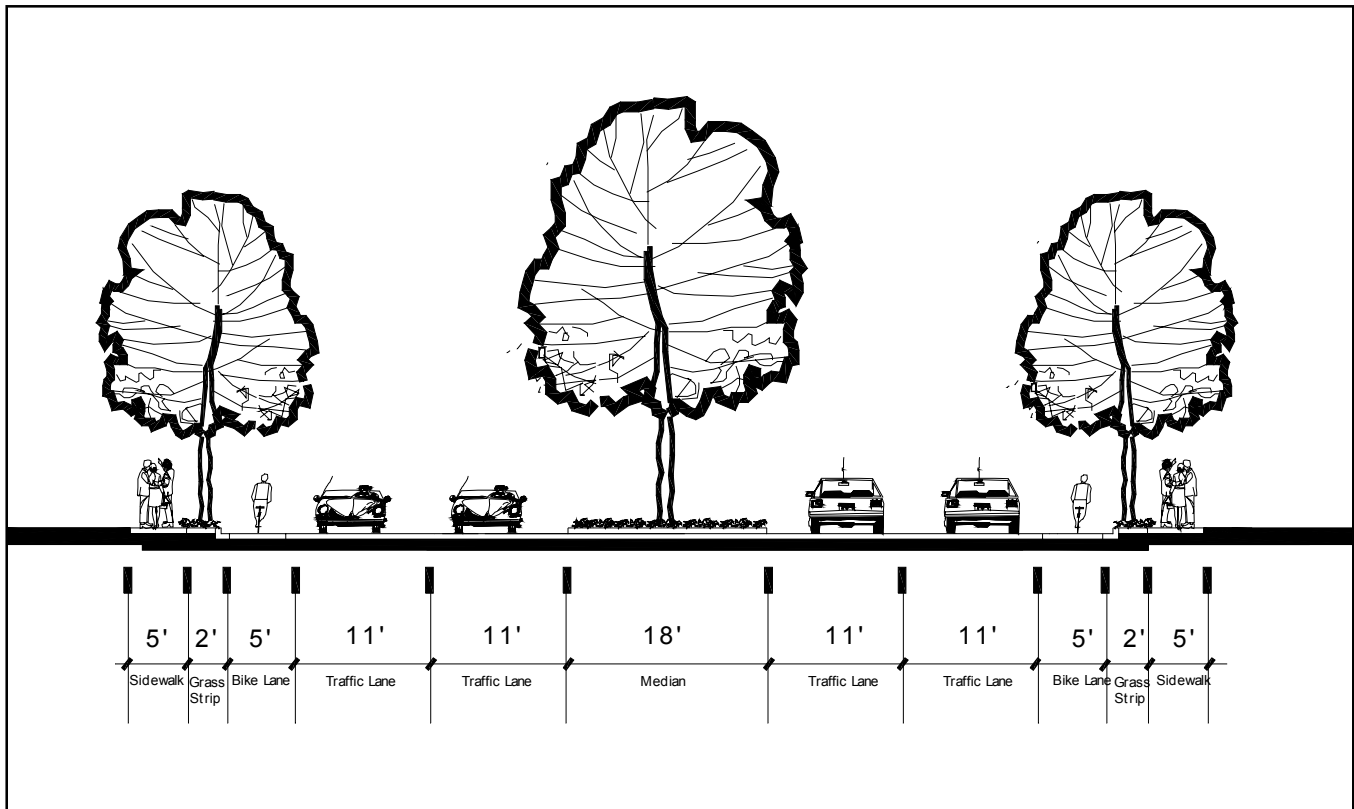
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Typical section:

- 18' planed median
- (2) 11' travel lanes in either direction
- 5' dedicated bicycle lanes in either direction
- 2' tree planting zone on both sides
- 5' sidewalk on both sides

Typical section is shown in Figure 4.5.4, below.

Figure 4.5.4. James Jackson to Commodore, Typical Section



C-4. Commodore to Marietta Boulevard – Improve Corridor

Improve and upgrade the roadway segment from Commodore Drive to Marietta Boulevard. Install an 18' planted median that narrows at signalized intersections to provide dedicated left turn lanes. Travel lane widths of 11' will provide adequate truck accommodations while not being wide enough to encourage highway-like speeds. Include median breaks at intersections where appropriate.

Discontinue median between West Lake and Elmwood and between Elbridge and Marietta Boulevard to provide for the wider sidewalks and tree planting zones necessary at the Grove Park development node (see

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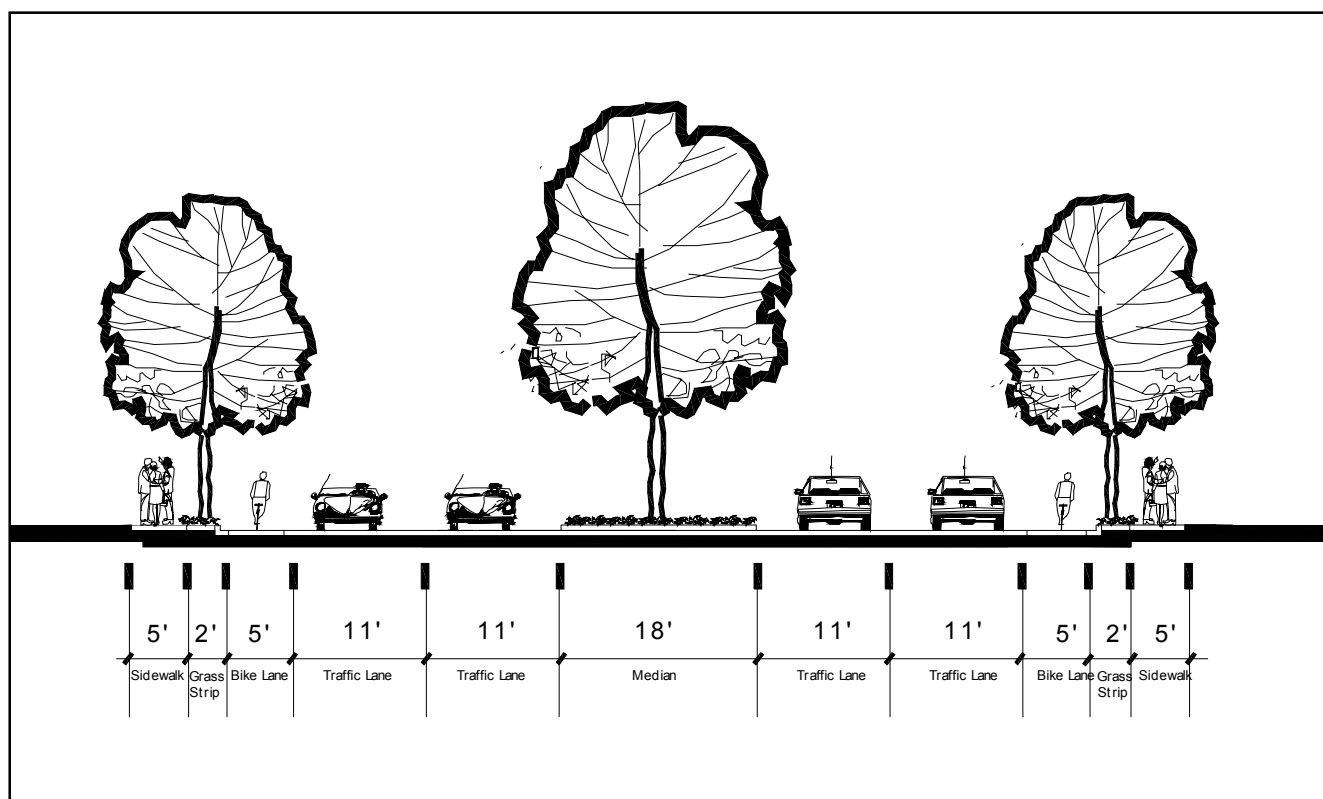
project NS-3) and at the Bankhead MARTA development node (see project NS-4), and to reduce expansion width needed for replacement of the CSX bridge.

Typical section:

- 18' planed median
- (2) 11' travel lanes in either direction
- 5' dedicated bicycle lanes in either direction
- 2' tree planting zone on both sides
- 5' sidewalk on both sides

Typical section is shown in Figure 4.5.5 below.

Figure 4.5.5. Commodore to Marietta Boulevard, Typical Section



Nodes and Streetscapes

The following projects will provide for adequate, safe, and pleasant pedestrian access and circulation at the four mixed-use development nodes along D. L. Hollowell Parkway.

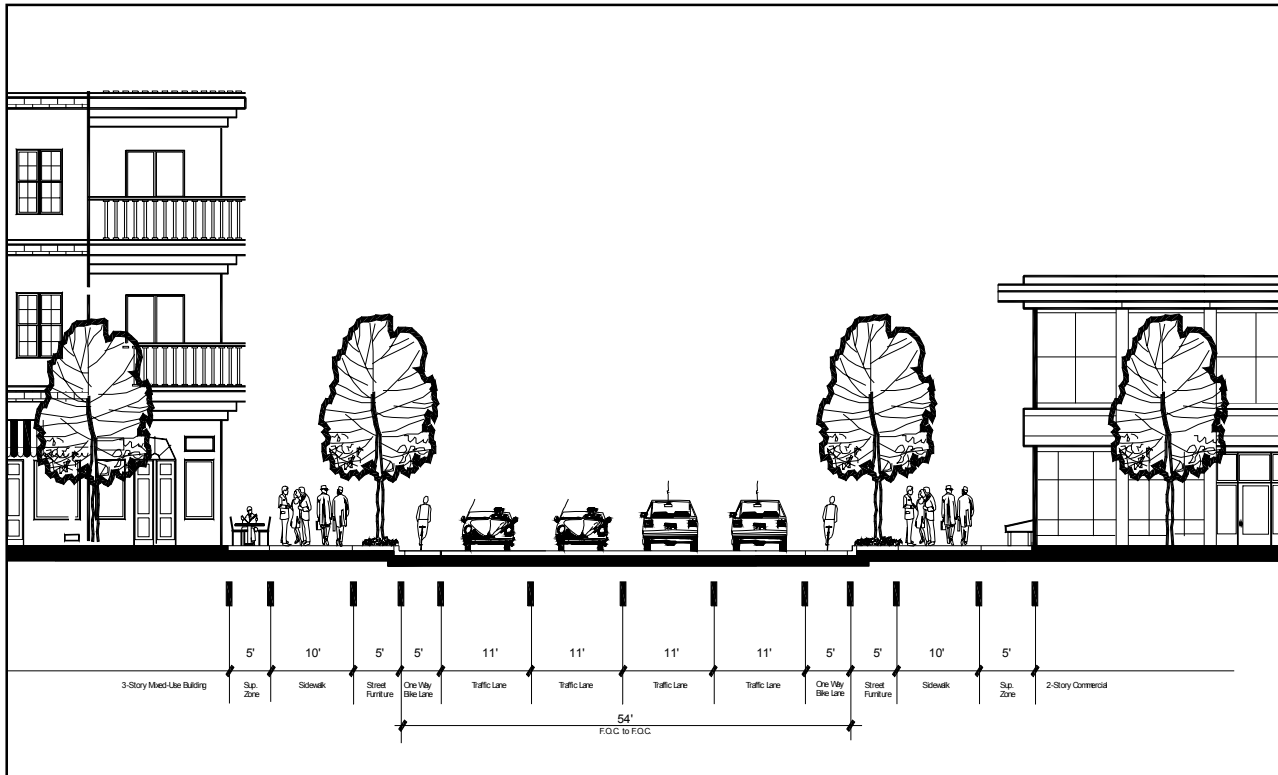
NS-1. James Jackson Node: from Ozburn to Commercial

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding James Jackson Parkway from Ozburn to Commercial to

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support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

Figure 4.5.6. Typical Section at Nodes



NS-2. Hollywood Village Node: from Eugenia to Elizabeth

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding Hollywood Road from Eugenia to Elizabeth to support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

NS-3. Grove Park Node: from West Lake to Elmwood

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding the Grove Park node from West Lake to Elizabeth to support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at

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corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

NS-4. Bankhead MARTA Node; from Elbridge to Stiff

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding the Bankhead MARTA transit station development node from Elbridge to Stiff to support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

Transit/Bus Stops

Adequate bus service is extremely important along the corridor. Therefore, safe and convenient pedestrian access to bus stops is critical. To facilitate this, bus stops should be identified as "major" transit stops and "minor" transit stops. Major stops provide access to primary (that is, highly-frequented) destinations on or very near the corridor. They should be accommodated with bus shelters, trash cans, adequate pedestrian waiting space, signage, and safe, convenient crosswalks. Major bus stops should be identified by specific names (similar to rail stops). Minor transit stops should provide access to smaller destinations and residences throughout the remainder of the corridor.

T-1. Provide Facilities at Major Bus Stops

Install bus shelters, trash cans, paved waiting areas, informational signage, locational signage and crosswalks at all major bus stops. Figure 4.5.7 and Table 4.5.1 below show the recommended locations for major bus stops.

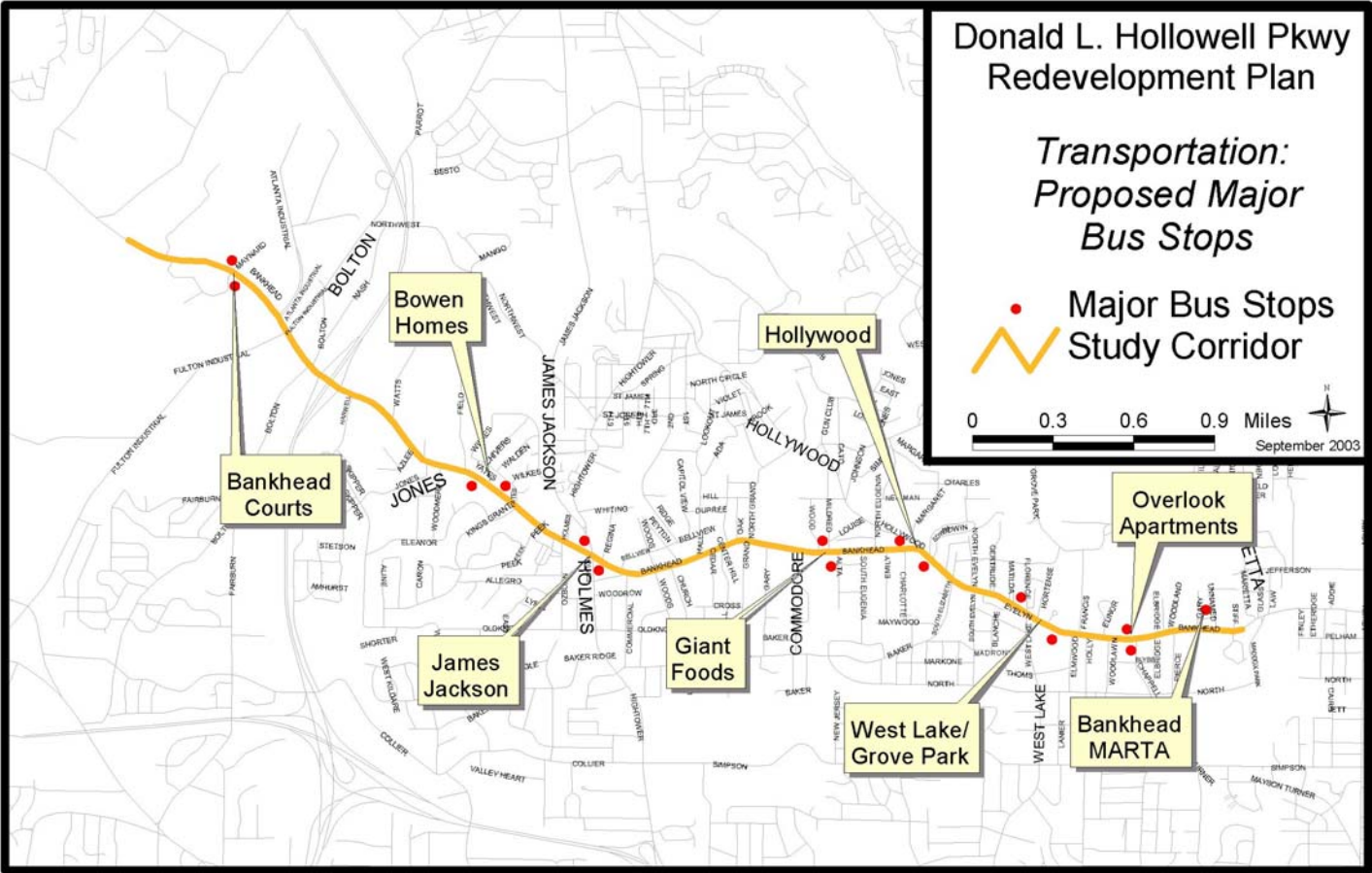
Table 4.5.1. Proposed Major Bus Stops

Stop Name	Location	Destinations
Bankhead Station	Bankhead MARTA Station	Transit station Maddox Park DFACS offices Grady Hospital Bankhead station commercial area
Chappell	Chappell Road	Overlook Apartments
West Lake/ Grove Park	West Lake Avenue	Grove Park commercial area G.C. Carter School Grove Park
Hollywood	Hollywood Road	Hollywood Village commercial area B.S. Carson Preparatory School
Mildred	Mildred Place	Giant Foods

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James Jackson	James Jackson Parkway	James Jackson commercial area
Yates	Yates Drive	Bowen Homes
Maynard	Maynard Court	Bankhead Courts Apartments

Figure 4.5.7. Proposed Locations for Major Bus Stops



Other Projects

In addition to the transportation projects listed above, suggestions have been made for additional projects including pedestrian improvements on specific side streets within the Grove Park neighborhood.

O-1. Grove Park Neighborhood – Improve Pedestrian Connectivity and Gateways

Install and repair 5’ sidewalks along residential streets in the Grove Park neighborhood to allow adequate and safe connections to D. L. Hollowell Parkway. Install sidewalks along the following streets on both sides, not including linear parkways:

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- Elinor, 1900 linear feet
- Francis, 1850 linear feet
- Hortense, east of Grove Park – west side of street only, 220 linear feet
- Hortense, west of Grove Park, 900 linear feet
- Matilda, 1750 linear feet
- Gertrude, 1465 linear feet
- North Evelyn, 1265 linear feet
- North Elizabeth, 1205 linear feet
- Edwin, 3000 linear feet

Restore granite and marble monument signs at the entrances to the following streets:

- Matilda
- Gertrude
- North Evelyn

Rehabilitate the frontage of Grove Park along D. L. Hollowell Parkway by planting landscaping and installing signage (210 linear feet).

Standards

Standard signalized intersection treatment:

- Minimum 20' sight triangles at all corners
- 20' corner radius
- 10' crosswalks, international striping
- Wide stop bar in advance of all crosswalks
- Crosswalks across DL Hollowell should be at-grade when crossing median, with median "nose" extending
- "Countdown" pedestrian signalization with audible signal for visually impaired
- standard ADA ramps

Standard unsignalized intersection treatment:

- Minimum 20' sight triangles at all corners
- 10' corner radius
- 10' crosswalks, international striping
- Crosswalks across DL Hollowell should be at-grade when crossing median
- Standard ADA ramps
- Pedestrian signage

Standard roadway treatment at major bus stops:

- Bus shelter
- Crosswalk across D.L. Hollowell Parkway

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- International striping
- At-grade crosswalk across median
- Mid-block crossing whenever major bus stop is further than 100' from an existing intersection
- Pedestrian signage
- Midblock crossings have overhead flashing yellow signal

Project Matrix

Estimated transportation project costs per phase are given in Table 4.5.3 below:

Table 4.5.2 Project Matrix

ID	Type(s)	Name	Phase	Project Length	Estimated Cost	Possible Funding Source(s)
I-1	Interchanges & Intersections	I-285 Interchange	VII	N/A	\$15 Million	Surface Transportation Program
I-2	Interchanges & Intersections	James Jackson Parkway	III	N/A	\$900,000	Transportation Enhancement, QOL Bonds
I-3	Interchanges & Intersections	Hollywood Road	I	N/A	\$750,000	Transportation Enhancement, QOL Bonds
I-4	Interchanges & Intersections, Bridge Replacement	Marietta Boulevard and CSX Bridge	IV	N/A	\$1.5 Million	GDOT/National Hwy System
C-1	Sidewalks	D. L. Hollowell Parkway from Chattahoochee River to Bolton Road	VII	1.5 miles ⁷	\$175,000	QOL Bonds
C-2	Road Widening	D. L. Hollowell Parkway from Harwell Road to H.E. Holmes/ James Jackson	VI	1.25 miles	\$9.2 Million	Surface Transportation Program
C-3	Corridor Upgrade	D. L. Hollowell Parkway from James Jackson to Commodore	II	0.9 miles	\$1.9 Million	Transportation Enhancement
C-4	Corridor Upgrade	D. L. Hollowell Parkway from Commodore to Marietta Blvd	V	4.2 miles	\$8.9 Million	GDOT/National Highway System
NS-1	Streetscape	James Jackson Node	III	1650 ft.	\$800,000	Transportation Enhancement, QOL Bonds
NS-2	Streetscape	Hollywood Village Node	I	2300 ft.	\$1,100,000	Transportation Enhancement, QOL Bonds
NS-3	Streetscape	Grove Park Node	V	1100 ft.	\$530,000	Transportation Enhancement, QOL Bonds
NS-4	Streetscape	Bankhead Station Node	IV	1700 ft.	\$815,000	Transportation Enhancement, QOL Bonds
T-1	Transit	D. L. Hollowell	I	N/A	\$120,000	TBD

⁷ includes only length of sidewalk to be replaced, not total corridor length

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	Improvement	Parkway Bus Shelters				
O-1	Sidewalks, Parks, Gateways	Grove Park Neighborhood Sidewalks and Gateways	V	Sidewalks: 13,565 linear feet Park frontage: 210 linear feet	\$302,500	QOL Bonds

Table 4.5.3. Estimated Transportation Project Cost, By Phase

Phase	Estimated Cost
I	\$1,970,000
II	\$1,900,000
III	\$1,700,000
IV	\$2,315,000
V	\$9,430,000
VI	\$9,200,000
VII	\$15,175,000
TOTAL	\$41,690,000

5. Implementation

5.1 Phased Approach

It is nearly impossible to change the character of an entire corridor as long as Donald L. Hollowell Pkwy, but the character can be influenced over time by focusing on specific, concentrated areas. For this reason, implementation of this plan will utilize a phased approach. The phases will be geographically based on the development node concept outlined in section 4.3. Concentrating on one node at a time and actively pursuing at least two will help “pulse” development along the corridor. Transportation projects, development projects and programs will be associated with each of the phases. A number of projects and programs will be ongoing and not necessarily associated with any particular phase. The phases are as follows:

Table 5.1.1. Implementation Phases

Phase	Years	Location
I	2004-2006	Hollywood Village
II	2005-2007	Center Hill Residential District
III	2006-2008	James Jackson Commercial Core
IV	2007-2009	Bankhead Mixed Use Center
V	2010 & Beyond	Grove Park Commercial Center
VI	2010 & Beyond	Woodmere Residential Center
VII	2010 & Beyond	West of I-285